

Message Text

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43

ORIGIN EUR-25

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R 101441 Z MAY 73

FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW

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E. O. 11652: N/ A

TAGS: EIND, UR

SUBJECT: DISNEY INTEREST IN BOOK LICENSING

1. WALT DISNEY ENTERPRISES HAS APPROACHED DEPARTMENT FOR ADVICE REGARDING POSSIBILITY OF CONTACTING APPROPRIATE SOVIET ORGANIZATION TO EXPLORE POSSIBILITY OF LICENSING CHILDREN' S BOOKS OR BOOK ILLUSTRATIONS ON A ROYALTY BASIS. APPRECIATE EMBASSY ADVICE ON FOLLOWING QUESTIONS:

A. APPROPRIATE POINT(S) OF CONTACT IN USSR;

B. ADVISABILITY OF COMPANY OFFICERS VISITING USSR TO DISCUSS PROSPECTS; AND

C. ANY GENERAL ADVICE REGARDING SOVIET PRACTICE IN ARRANGING FOR PUBLICATION OF FOREIGN BOOKS FOLLOWING ADHERENCE TO COPYRIGHT CONVENTION.

2. IF POSSIBLE, DISNEY WOULD APPRECIATE EMBASSY NOTIFYING APPROPRIATE SOVIET OFFICIALS OF DISNEY INTEREST. SINCE SOVIET PUBLISHING OFFICIALS MAY NOT BE FAMILIAR WITH WIDE RANGE OF PROPERTIES DISNEY CAN OFFER, DISNEY PREPARED TO SEND SAMPLE SELECTION OF MATERIALS FOR SOVIET
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EXAMINATION IN ADVANCE OF VISIT BY COMPANY REPRESENTATIVES.

3. FYI ONLY: DISNEY INTERESTED IN LICENSING ON ROYALTY BASIS, NOT ON SALE OF RIGHTS. IF IMPOSSIBLE TO NEGOTIATE ROYALTY PAYMENTS IN CONVERTIBLE CURRENCY, FIRM WILLING TO CONSIDER PARTIAL-- PERHAPS SUBSTANTIAL-- PAYMENT IN RUBLES, PROVIDED RUBLES COULD BE USED TO PURCHASE SOVIET PRODUCTS (E. G. SOUVENIR ITEMS FOR SALE AT DISNEY WORLD). COMPANY IS THINKING IN TERMS OF RELATIVELY SMALL TRANSACTIONS INITIALLY. END FYI ROGERS

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NMAFVVZCZ

*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

Automatic Decaptioning: X
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Disposition Action: RELEASED
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Disposition Authority: morefirh
Disposition Case Number: n/a
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Disposition Date: 28 MAY 2004
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Disposition History: n/a
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Disposition Remarks:
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